



WEWS

ORDER

Print Date 09/19/12

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Flight Dates **09/14/12-09/22/12**

Contract / Revision **311118 /**

Original Date / Revision
09/14/12 09/14/12

Advertiser **Protect Your Vote Ohio**

New till 09/09/13

Agency **Strategic Media Placement**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product

Protect Your Vote Ohio 2012 - Issu

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office WEWSL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate # **2684**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
WEWS Local Political

Account Executive	Order%	Start Date	End Date
WEWS Local Political	100%		

Order Share 100% Market Value 69850

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	49	\$59,372.50	\$69,850.00	0.00	08/27/12	09/22/12	49	\$59,372.50	\$69,850.00
Totals	49	\$59,372.50	\$69,850.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/17/12	09/21/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	7	\$850.00	P-1	0.00	NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--					7	\$850.00		0.00			
N 2	WEWS	09/14/12	09/22/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	7	\$850.00	P-1	0.00	NM	7	\$5,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



WEWS

Print Date: 09/19/12

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Contract / Revision **311118** Flight Dates **09/14/12-09/22/12**

Hiatus Dates

Original Date / Revision 09/14/12/ 09/14/12

Order Sep 00:20:00

Advertiser **Protect Your Vote Ohio** Product **Protect Your Vote Ohio 201**: Estimate # **2684**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 2	WEWS	09/14/12	09/22/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	7	\$850.00	P-1	0.00	NM	7	\$5,950.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----		0			\$0.00			0.00				
	Week:	09/17/12	09/23/12	MTWTF--		7			\$850.00			0.00				
N 3	WEWS	09/14/12	09/22/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	4	\$1,400.00	P-1	0.00	NM	7	\$9,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	----F--		1			\$1,400.00			0.00				
	Week:	09/17/12	09/23/12	MTWTF--		6			\$1,400.00			0.00				
N 4	WEWS	09/14/12	09/22/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	6	\$1,800.00	P-1	0.00	NM	7	\$12,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	----F--		1			\$1,800.00			0.00				
	Week:	09/17/12	09/23/12	MTWTF--		6			\$1,800.00			0.00				
N 5	WEWS	09/14/12	09/22/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		1			\$1,200.00			0.00				
	Week:	09/17/12	09/23/12	-----		0			\$0.00			0.00				
N 6	WEWS	09/14/12	09/22/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	6	\$2,400.00	P-1	0.00	NM	10	\$24,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	----F-S		3			\$2,400.00			0.00				
	Week:	09/17/12	09/23/12	MTWTF--		7			\$2,400.00			0.00				
N 7	WEWS	09/14/12	09/22/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$1,200.00	P-1	0.00	NM	7	\$8,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	----F--		1			\$1,200.00			0.00				
	Week:	09/17/12	09/23/12	MTWTF--		6			\$1,200.00			0.00				
N 8	WEWS	09/14/12	09/22/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$650.00	P-1	0.00	NM	2	\$1,300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S-		1			\$650.00			0.00				
	Week:	09/17/12	09/23/12	-----S-		1			\$650.00			0.00				
N 9	WEWS	09/16/12	09/16/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>				
	Week:	09/10/12	09/16/12	-----S		1			\$650.00			0.00				
														Totals	49	\$69,850.00